

100

	<p>132 Promotion 1</p>	<p>134 Promotion 2</p>	<p>136 Promotion 3</p>
<p>110 Segment A</p>	30%	20%	50%
<p>Segment B</p>	31%	27%	52%
<p>120 Segment C</p>	25.3%	33.4%	41.3%
<p>140</p>			

Fig. 1
Prior Art

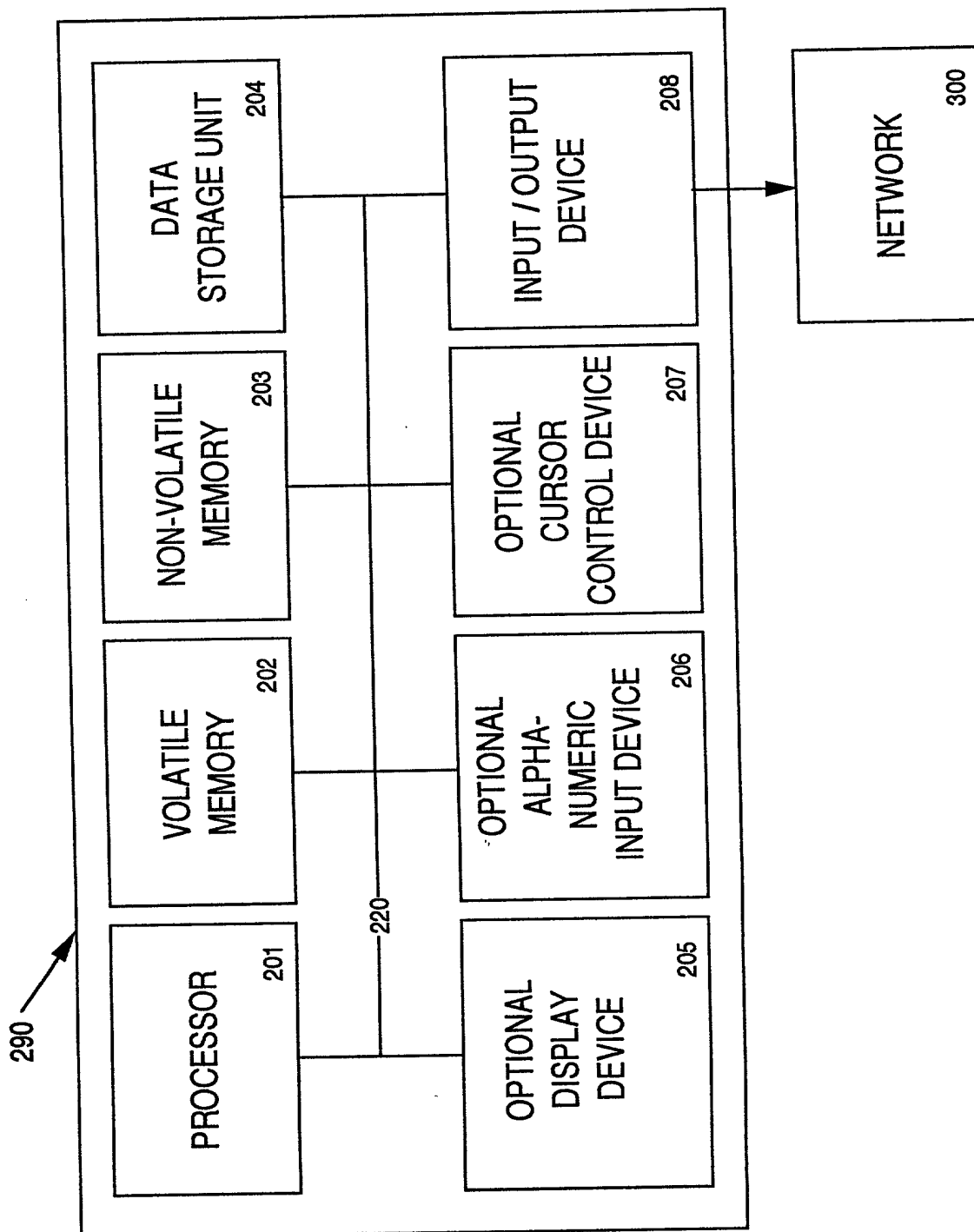


Fig. 2

300

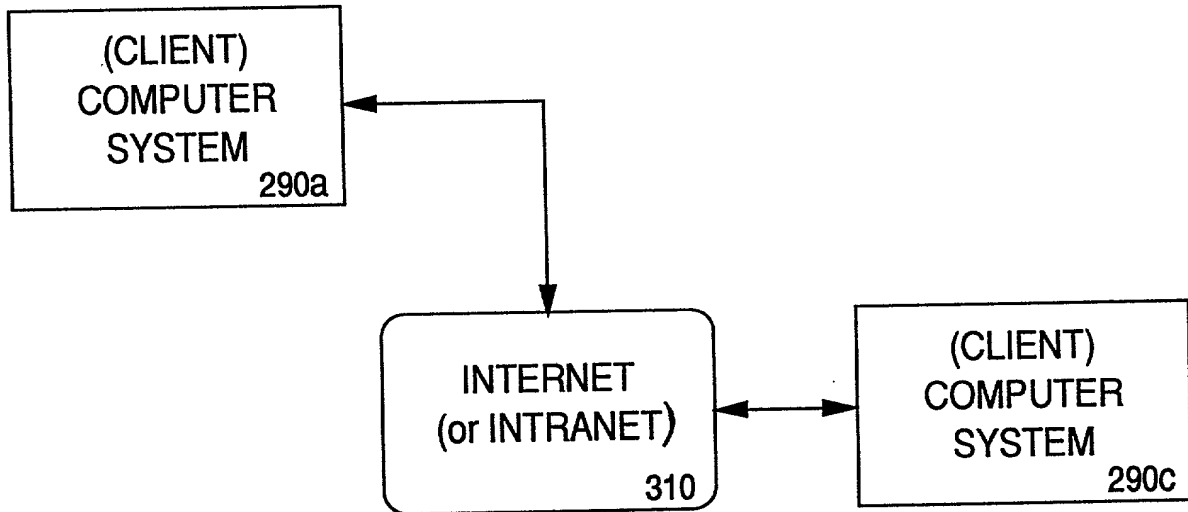


Fig. 3

400

Tasks or Advertising Promotions

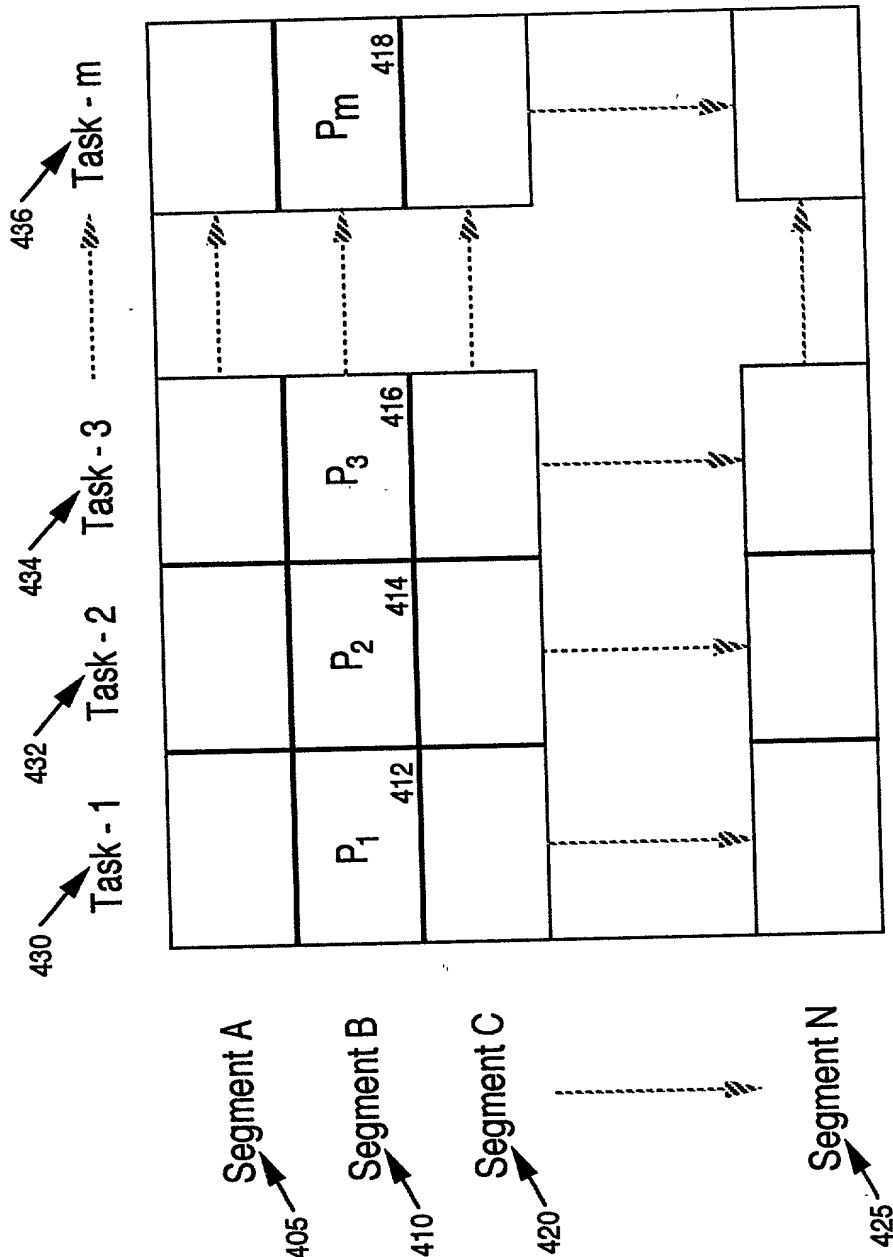


Fig. 4

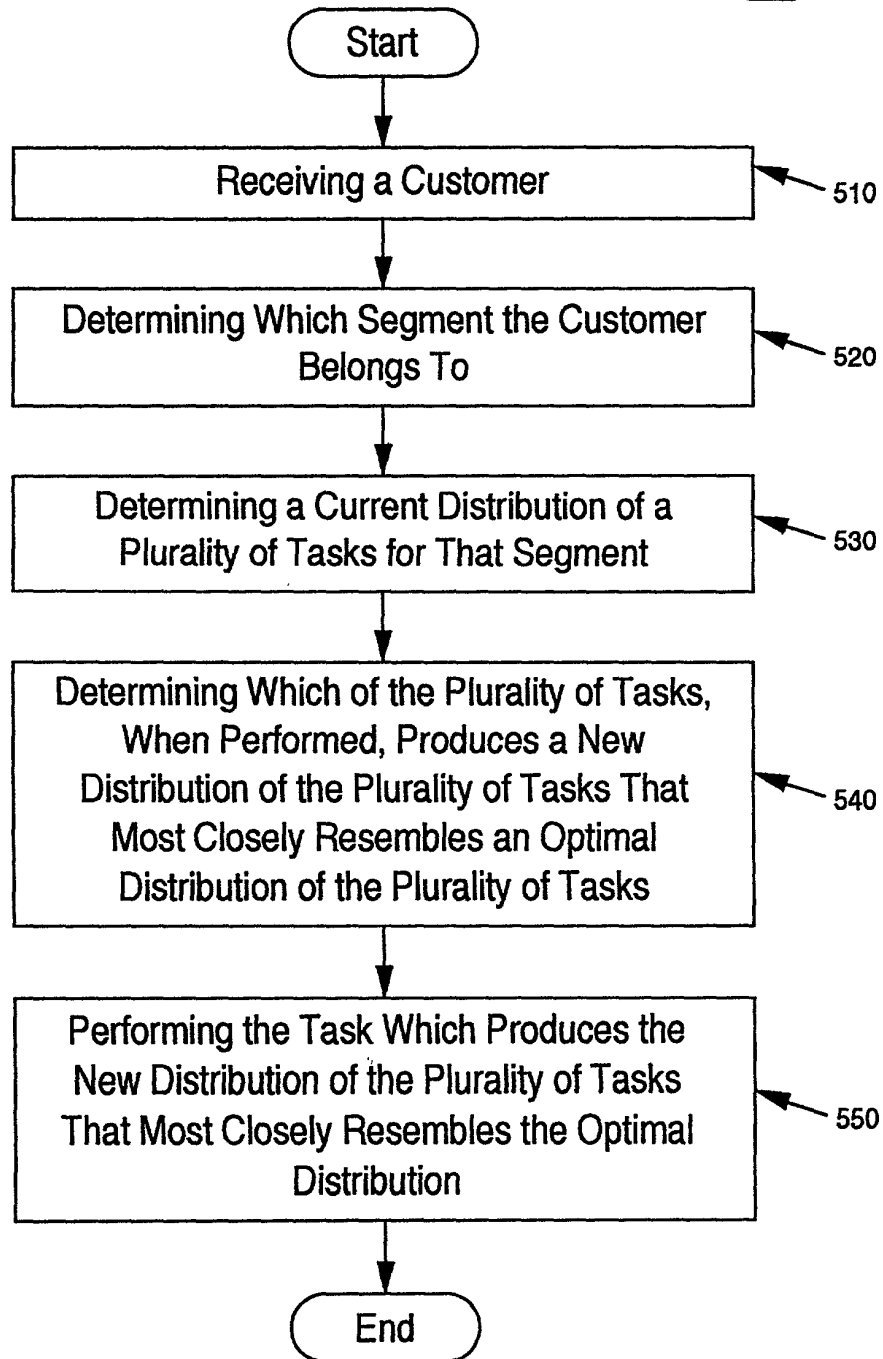
500

Fig. 5

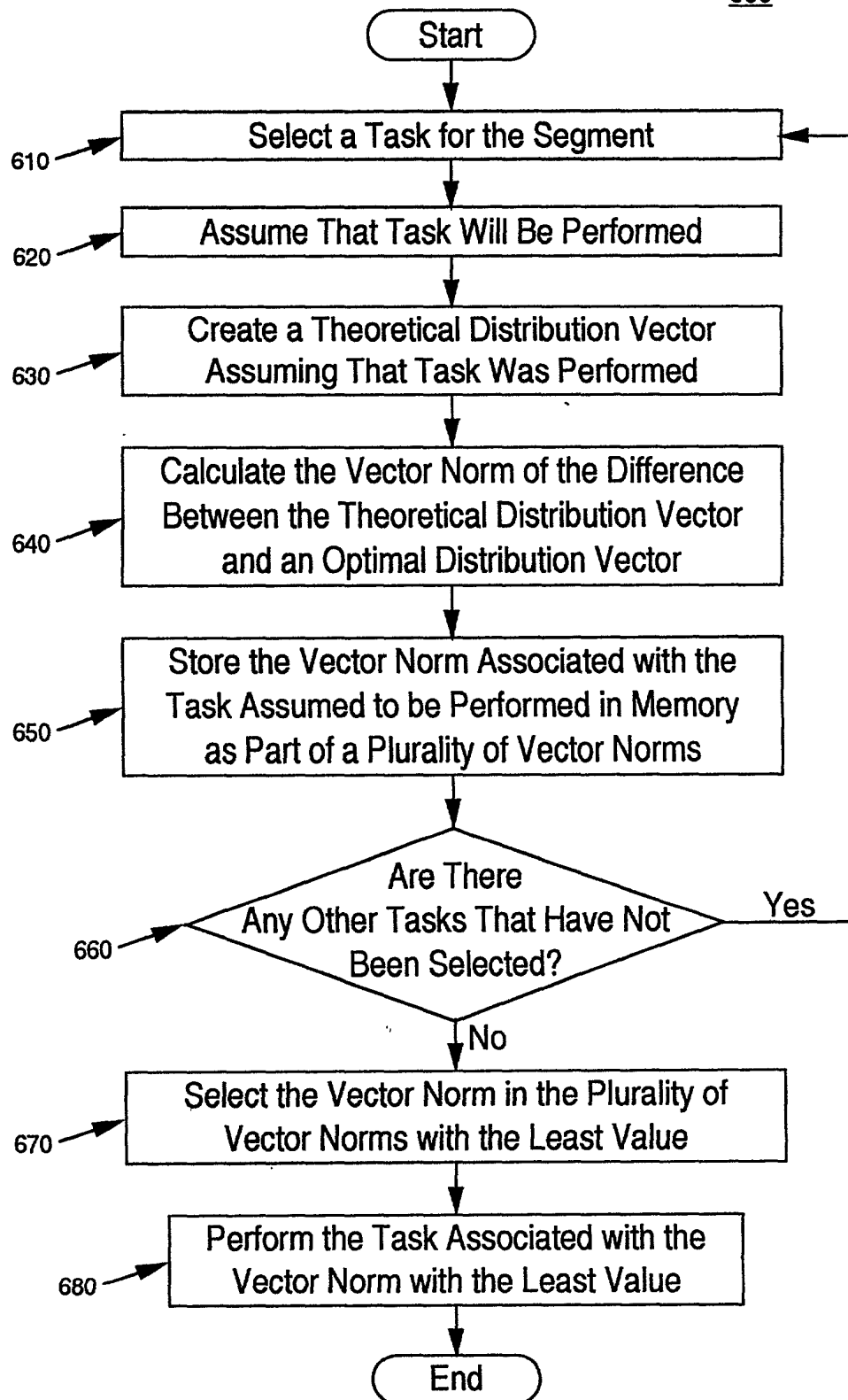


Fig. 6

7/10

$$\sum_i |r_i|$$

Fig. 7A

8 / 10

$$\sqrt{\sum_i r_i^2}$$

Fig. 7B

9/10

$$\left(\sum |r_i|^p \right)^{1/p}, \quad p \geq 1$$

Fig. 7C

10 / 10

$$\max_i (|r_i|^2)$$

Fig. 7D